



www.wlwt.com

WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

CONTRACT

Contract / Revision 950523 /		Alt Order #
Product GENERAL		
Contract Dates 09/12/12 - 09/25/12		Estimate # 2680
Advertiser Mandel/R/Senator		Original Date / Revision 09/20/12 / 09/20/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WLWT	Account Executive Bob Sommerkamp	Sales Office Cincinnati
Special Handling		
Demographic Adults 25-54		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

And:

Strategic Media Placement OH
7669 Stagers Loop
Delaware, OH 43015

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WLWT	09/12/12	09/16/12	11-1135p M-Su	11-1135p		:30			NM	3	\$1,050.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	---111-				3	\$350.00			
2	WLWT	09/12/12	09/16/12	Sa/su7-8a news	Sa/su7-8a		:30			NM	2	\$1,600.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----11				2	\$800.00			
3	WLWT	09/12/12	09/16/12	Sa/Su 6p news	Sa/Su 6p News		:30			NM	2	\$200.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----11				2	\$100.00			
4	WLWT	09/12/12	09/16/12	Sa/Su 5-6a News	Sa/Su 5-6a		:30			NM	2	\$80.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----11				2	\$40.00			
5	WLWT	09/12/12	09/16/12	Sa/Su 6-7a News	Sa/Su 6-7a		:30			NM	2	\$130.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----11				2	\$65.00			
6	WLWT	09/13/12	09/13/12	530-6p M-F news	530-6p		:30			NM	1	\$1,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	---T---				1	\$1,000.00			
7	WLWT	09/14/12	09/14/12	6-630p M-F news	6-630p		:30			NM	1	\$1,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	----F--				1	\$1,000.00			
8	WLWT	09/12/12	09/16/12	Su 9-10a News	Su 9-10a		:30			NM	1	\$200.00
		Class of Time - Immediately Pre-emptible without notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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<u>Contract Dates</u> 09/12/12 - 09/25/12	<u>Product</u> GENERAL	<u>Estimate #</u> 2680
<u>Advertiser</u> Mandel/R/Senator		<u>Original Date / Revision</u> 09/20/12 / 09/20/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	-----S				1	\$200.00			
9	WLWT	09/12/12	09/16/12	Late News after NFL	Late News		:30			NM	1	\$300.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	--WT--S				1	\$300.00			
N 10	WLWT	09/17/12	09/21/12	6-630p M-F news	6-630p		:30			NM	2	\$550.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	11111--				5	\$275.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	3	WLWT	09/17/12-09/23/12	6-630p M-F news	6-630p	MTuWThF----	:30		\$275.00	NM		
Credited												
	4	WLWT	09/17/12-09/23/12	6-630p M-F news	6-630p	MTuWThF----	:30		\$275.00	NM		
Credited												
	5	WLWT	09/17/12-09/23/12	6-630p M-F news	6-630p	MTuWThF----	:30		\$275.00	NM		
Credited												
11	WLWT	09/22/12	09/23/12	Sa/su7-8a news	Sa/su7-8a		:30			NM	2	\$350.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----11				2	\$175.00			
12	WLWT	09/23/12	09/23/12	Late News after NFL	Late News		:30			NM	1	\$300.00
Class of Time - Immediately Pre-emptible without notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----S				1	\$300.00			
13	WLWT	09/17/12	09/20/12	11-1135p M-Su	11-1135p		:30			NM	3	\$5,100.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	1-11---				3	\$1,700.00			
N 14	WLWT	09/25/12	09/25/12	530-6p M-F news	530-6p		:30			NM	1	\$1,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1-----				1	\$1,000.00			
N 15	WLWT	09/24/12	09/25/12	6-630p M-F news	6-630p		:30			NM	2	\$2,000.00
Class of Time - Pre-emptible with notice												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	11-----				2	\$1,000.00			
N 16	WLWT	09/24/12	09/24/12	Late Night w/Jimmy Fallon	1237-136a		:30			NM	1	\$40.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	M-----				1	\$40.00			
Totals											27	\$14,900.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/25/12	27	\$14,900.00	\$12,665.00
Totals	27	\$14,900.00	\$12,665.00

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<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/12/12 - 09/25/12	GENERAL	2680

<u>Advertiser</u>	<u>Original Date / Revision</u>
Mandel/R/Senator	09/20/12 / 09/20/12

Signature: _____ **Date:** _____

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